

OUTDOOR ADVENTURE

U.P. STEM PROFESSIONALS
**OOZE GRIT &
DETERMINATION**

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

Rugged. Remote. Mountains of snow. Valleys of wild berries. The U.P. can be extreme as the people who live here. **We crave adventure and fresh air - its fuel for our innovation.**

220 inches of snow (avg.) in Keweenaw (not nearly enough!).

8 downhill ski hills in a 250 mile area.

1,500 miles of groomed cross country ski-trails.

3,000 miles of groomed snowmobile trails (upsupply.co).

Over 1,700 miles of Great Lakes shoreline surround over 8.4 million acres of pristine forest.

Thousands of miles of summer recreational trails including IMBA Silver Level Ride Center in Copper Harbor.

200+ waterfalls, Great Lakes boating, sailing, kayaking, canoeing.

NEVER FAR TO EVERYWHERE OR NOWHERE

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE[®]

For most Yoopers, in minutes after leaving work they can kayak, bike, ski, fish or **just breath-in the world.**

According to datausa.io, the average commute time for the entire Western Upper Peninsula is 17 minutes.

High-rise, condos, gated communities, hundreds of restaurant choices, smog and traffic are not available.

The rest of world is closer than you think. And when you live in the U.P. your backyard is where millions have come to vacation.

Flights to Chicago, Detroit, Minneapolis and Milwaukee are all a little over an hour from 6 U.P. airports.



FROM NEIGHBORHOODS TO **WILD** NEIGHBORS



MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE[®]

Vast homes choices. From affordable to spectacular. **All in a region with priceless lifestyle opportunities.**

Beautiful “in-town” neighborhoods:

Houghton average listing 148K.
Marquette average listing 164K.
Keweenaw average listing 200K.

Traditional apartments and rental homes for newcomers.

Unique property conversions and opportunities in U.P. towns everywhere.

Fantastically remote locations:

Modern homes and rustic cabins in the woods where your neighbor is nature.

Homes, land and camps on the lakes and rivers where water life rules.

Lakefront luxury with boat lifts and yacht stalls. Yes- some people have seaplanes!





COMING TOGETHER TO
PROPEL
INNOVATION

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

The U.P. STEM business ecosystem is busy thrusting satellites in orbit, diagnosing disease and measuring turbine engine velocity. **Professionals here solve big problems and change the world.**

Michigan Technological University is Internationally renowned for STEM advancement and innovation.

4 Universities. 3 colleges.

Major Corporations open satellite offices to capitalize on highly qualified student talent

Over \$30 million in SBIR projects.

54 tech spin-off's out of Michigan Tech.

3 Smart Zones – 6 business incubators and co-working spaces.

Pipeline of STEM college students and grads integrate annually to local businesses.

GREAT KIDS GROW HERE

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

In the U.P. , kids attend some of the best schools in Michigan. But here, they get more than good grades. **U.P. kids grow-up strong in character because of the place we live and the people we are around.**

Houghton High School in top 6% of all U.S. schools (UP News & World Report) .

2018 WORLD CHAMPION high school Robotics team from Calumet.

6 quiz bowls

New STEM K-12 school coming soon.



Hockey is a way of life for many kids starting at age 3. Football, basketball, baseball, volleyball, skiing and track are plentiful.

Skiing and mountain biking are a lot healthier after school than riding public transportation to the hangout spot.



FRIENDLY. SAFE. SIMPLE.

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

Its rare to go anywhere without saying hello to someone you know or even kind of know. **For many yoopers, this is a great reason to stay here.**

Neighborhood Scout.com shows 16 U.P. city areas in the safe/safest category for crime.

Honestly, an occasional "traffic jam" here might add another 5 minutes to your commute home.

Dealing with Mother Nature on a regular basis builds a strong character, which means all of your new neighbors will be just that—neighborly.

Nature in the UP makes the rest of America look like a wasteland.

LOTS TO DO, BUT...
**TAYLOR SWIFT
PROBABLY WON'T
TOUR HERE**

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

While the U.P. doesn't commonly attract mega pop concerts, people here enjoy a year-round **abundance of creativity, imagination and fun.**

Of the 311,000 residents, over 90% of U.P. adults graduated from high school and 43% are college educated (American Community Survey)

5 Art Centers and dozens of art galleries. (upartandculture.com). Over 50 museums.

5 Symphony Orchestra's in the Lake Superior region.

Yes, we do have rock concerts and jazz showcases. Just not Taylor. Yet.

Visit - uptravel.com

Hundreds of events across the UP annually from music festivals to ski races, farmers markets to golf scrambles, fishing derbies to artisan markets, beer tastings to fireworks.





LIFESTYLE + EXCELLENT HEALTHCARE = **HOME TO GREAT HEALTH**

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

Doctors and nurses are your neighbors and friends. **Healthcare in the U.P. makes you a person first, not a number.**

The U.P. has prioritized a full-spectrum of health services close to home:

Nationally recognized health care systems provide comprehensive family health care. Hospitals include 24/7 emergency and trauma services. (Aspirus.org and U.P. Health System.com)

Fitness and physical rehabilitation

Dental care including Orthodontists and Periodontists.

Psychology and Psychiatry.

Assisted Living, Senior Living and Long-Term Care all available.





PASTIES, THIMBLEBERRIES
AND LAKE TROUT...
**FLAVORS THAT
FUEL WELL-BEING**

MICHIGAN'S UPPER PENINSULA
INNOVATION SHORE®

The U.P. eats like the rest of America, but there are **tastes and temptations that are uniquely north.**

The U.P. is the official HOME OF THE PASTY - a great American pastry filled with meats and vegetables in many combinations.

Lake Superior Lake Trout is one-of-a-kind and a must if you are even remotely a fish lover. Hundreds of Friday Fish-Fry's cover the U.P.

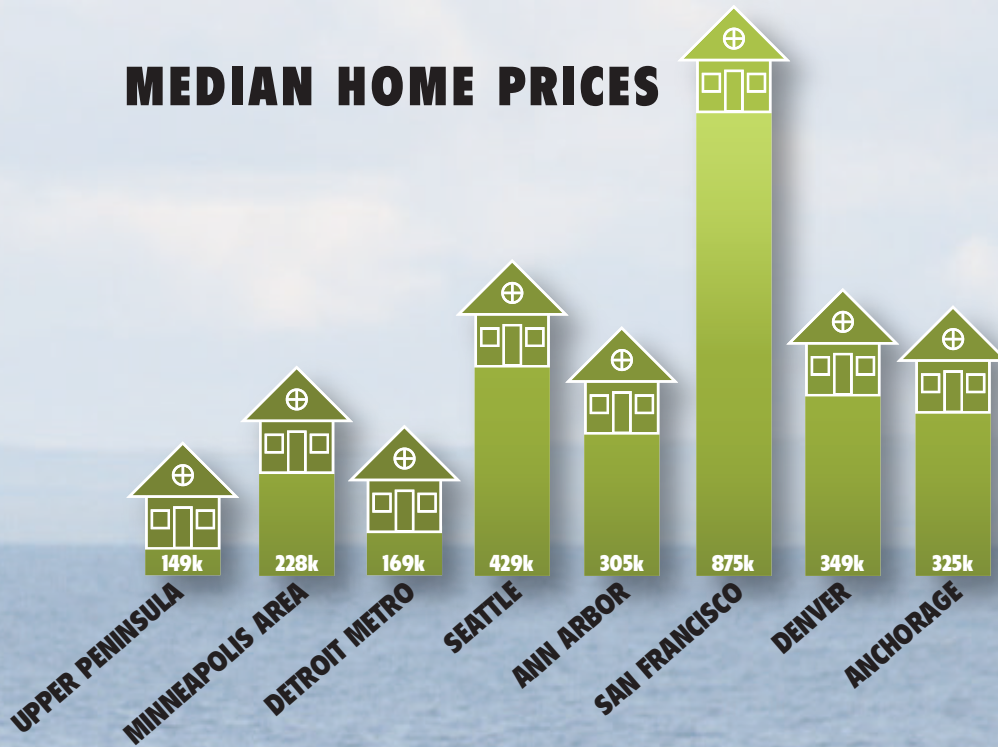
Strawberries, raspberries, blueberries, thimbleberries and currants grow plentiful across most of the U.P.

Check out the Chassell Strawberry Festival for the world-ranked strawberries, jam and shortcake.

23 awesome U.P. breweries that are a great reason for a beer road trip in the U.P.



MEDIAN HOME PRICES



305,000 RESIDENTS



55.35% BETWEEN AGES 18-64



39 MEDIAN AGE

SPEND LESS AND HAVE MORE

MICHIGAN'S UPPER PENINSULA
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COST OF LIVING COMPARISON

	U.P.	Minneapolis	Metro Detroit	Seattle	San Francisco	Ann Arbor	Anchorage	Denver
Inexpensive Restaurant, ^{1 meal}	\$12.50	\$12.00	\$12.20	\$13.00	\$15.00	\$12.00	\$15.00	\$13.00
Imported Beer	\$4.25	\$6.00	\$4.50	\$6.00	\$7.00	\$5.00	\$6.00	\$6.00
Bottled Water	\$0.75	\$1.46	\$1.31	\$1.62	\$1.79	\$1.36	\$1.71	\$1.60
Milk	\$3.25	\$2.96	\$2.44	\$3.57	\$4.41	\$2.75	\$4.48	\$2.97
Cheese	\$3.50	\$5.33	\$5.78	\$3.57	\$7.77	\$4.82	\$6.50	\$5.16
New Car	\$24000.00	\$21000.00	\$20000.00	\$24250.00	\$23265.00	\$20000.00	\$22500.00	\$24797.00
Utilities	\$125.00	\$123.00	\$289.68	\$147.95	\$114.11	\$151.46	\$290.53	\$125.48
Fitness Clubs (per mo.)	\$29.17	\$52.36	\$31.43	\$47.17	\$63.61	\$47.38	\$74.30	\$44.84
Pair of Jeans	\$20.00	\$42.85	\$39.59	\$49.56	\$57.64	\$46.87	\$43.50	\$48.69
1 bedroom rent downtown	\$450.00	\$1292.00	\$992.50	\$1793.24	\$3354.77	\$1305.55	\$1195.00	\$1509.17
3 bedroom rent downtown	\$1200.00	\$2100.00	\$1688.89	\$3419.41	\$6454.00	\$2057.00	\$2131.25	\$2725.41
1 bedroom rental	\$350.00	\$872.00	\$704.67	\$1317.60	\$2618.00	\$862.50	\$955.62	\$1139.78
3 bedroom rental	\$750.00	\$1442.50	\$1258.00	\$2373.09	\$4669.56	\$1506.25	\$1743.75	\$2026.20
Mortgage Interest Rate %	3.33%	3.99%	3.92%	3.87%	3.8% ⁸	4.10%	3.83%	3.96%
Per Gallon of gas ^(based on 9.21.16 prices)	\$2.14	\$1.99	\$2.07	\$2.07	\$2.59	\$2.09	\$2.28	\$2.39